

A3 Figures 37A and 37B illustrate a third portion of an example embodiment of at least one data specification chart for a WMCS.

1 Please replace paragraph number 55 with the following replacement paragraph:

A4 Figure 2 is an expanded block diagram of an example embodiment of a server architecture of a WCMS 30. Components in system 30, identical to components of system 10 (shown in Figure 1), are identified in Figure 2 using the same reference numerals as used in Figure 1. System 30 includes server system 12 and client systems 14. Server system 12 further includes database server 26, an application server 32, a web server 34, a fax server 36, a directory server 38, and a mail server 40. A disk storage unit 42 is coupled to database server 26 and directory server 38. Servers 26, 32, 34, 36, 38, and 40 are coupled in a local area network (LAN) 43. In addition, a system administrator's workstation 44, a user workstation 46, and a supervisor's workstation 48 are coupled to LAN 43. Alternatively, workstations 44, 46, and 48 are coupled to LAN 43 via an Internet link or are connected through an Intranet.

Please replace paragraph number 56 with the following replacement paragraph:

A5 Each workstation, 44, 46, and 48 is a personal computer having a web browser. Although the functions performed at the workstations typically are illustrated as being performed at respective workstations 44, 46, and 48, such functions can be performed at one of many personal computers coupled to LAN 43. Workstations 44, 46, and 48 are illustrated as being associated with separate functions only to facilitate an understanding of the different types of functions that can be performed by individuals having access to LAN 43. In an exemplary embodiment, client system 14 includes workstation 46 which can be used by a user for the business entity to manage business information on WCMS 30.

Please replace paragraph number 57 with the following replacement paragraph:

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cmt Server system 12 is configured to be communicatively coupled to various individuals, including employees 50 and to third parties, e.g., outside consultants, 52 via an ISP Internet

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canceled.

connection 54. The communication in the exemplary embodiment is illustrated as being performed via the Internet, however, any other wide area network (WAN) type communication can be utilized in other embodiments, i.e., the systems and processes are not limited to being practiced via the Internet. In addition, and rather than WAN 56, local area network 43 could be used in place of WAN 56.

Please replace paragraph number 81 with the following replacement paragraph:

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User interface 420 also displays a short description field 452 and a long description field 454 that provide the user with a description of the selected product. In the example embodiment, user interface also displays a Types of Financing data field 456 that includes a list of a plurality of types of financing that may be associated with the selected product, and a Selected Types of Financing data field 458 that list the types of financing selected by the user for the selected product. In the example embodiment, user interface 420 also displays a right arrow button 460 and a left arrow button 462, which enable the user to add or delete a selected type of financing from Selected Types of Financing data field 458. When the user has input business information 150 (shown in Figs. 3 and 4) at user interface 420, the user selects Update button 464. WCMS 10 then updates business information 150 stored on database 28 (shown in Figs. 3 and 4) such that business information 150, including dynamic and re-purposed information, displayed on the business entity's web site is updated on all web pages within the web site.

Please replace paragraph number 110 with the following replacement paragraph:

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Figures 35A, 35B, 36A, 36B, 37A, and 37B illustrate an exemplary embodiment of at least one data specification chart for WMCS 10 (shown in Fig. 1).

Remarks

Please enter the foregoing preliminary amendment prior to examination of the present application.